

Please amend the Application as follows:

IN THE CLAIMS

For the convenience of the Examiner, all pending claims of the present Application are shown below in numerical order whether or not an amendment has been made and applying the revised format guidelines of 37 CFR 1.121.

Claims 1-62 (Previously Cancelled)

63. **(Previously Added)** A method for discounting a price-per-unit (PPU) of a consumable good, comprising:

determining a first discount on a PPU of a consumable good in response to a first purchase, by a customer, of a first preselected product;

determining a second discount on the PPU of the consumable good in response to a second purchase, by the customer, of a second preselected product; and

adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

64. **(Allowed) (Copied from Claim 1 of the '128 Patent)** A method of providing multiple level discounts on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases a plurality of cross-marketed products, said method comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product;

adding the first discount to the second discount to determine a total discount on the PPU of the consumable good; and

awarding the total discount to the customer.

65. **(Allowed) (Copied from Claim 3 of the '128 Patent)** The method of providing multiple level discounts of claim 64 wherein the consumable good is gasoline, and the first, second, and total discounts are discounts on the price-per-unit-volume of gasoline.

66. **(Allowed) (Previously Added)** The method of providing multiple level discounts of claim 65, further comprising:

issuing an electronic coupon to the customer, said coupon providing a unique customer identification and a unique transaction identifier; and

storing the total discount in a discounts granted database which associates the total discount with the unique customer identification and transaction identifier.

67. **(Allowed) (Previously Added)** The method of providing multiple level discounts of claim 66 wherein the electronic coupon is selected from the group consisting of:

a paper receipt with the unique customer identification and transaction identifier encoded in a bar code imprinted thereon;

a paper receipt with the unique customer identification and transaction identifier encoded in a code number imprinted thereon;

a credit card with the unique customer identification and transaction identifier magnetically encoded thereon; and

a smart card.

68. **(Allowed) (Copied from Claim 6 of the '128 Patent)** The method of providing multiple level discounts of claim 67, further comprising the steps of:

inputting the electronic coupon by the customer for redemption at a gasoline station; and

reducing on a gasoline dispenser, the price-per-unit-volume of the gasoline by an amount equal to the total discount prior to the customer dispensing the gasoline.

69. **(Allowed) (Previously Added)** The method of providing multiple level discounts of claim 68 wherein the step of inputting the electronic coupon by the customer for redemption at a gasoline station includes scanning the unique customer identification and transaction identifier from the encoded bar code with a bar code scanner at a gasoline dispenser, and the method further comprises, after scanning the encoded bar code, the steps of:

associating the unique customer identification and discount identification with the total price-per-unit discount stored in the discounts granted database; and
retrieving the total price-per-unit discount from the discounts granted database.

70. **(Allowed) (Previously Added)** The method of providing multiple level discounts of claim 69, further comprising, after the step of scanning the unique customer identification and transaction identifier from the encoded bar code, the steps of:

requesting the customer to enter a personal identification number (PIN); and
verifying the PIN prior to reducing the price-per-unit-volume of the gasoline on the gasoline dispenser.

71. **(Allowed) (Copied from Claim 9 of the '128 Patent)** The method of providing multiple level discounts of claim 69, further comprising, after the step of storing the total discount in a discounts issued database, the steps of:

storing, in the discounts issued database, a maximum number of gallons of gasoline to which the discount applies; and
storing, in the discounts issued database, a minimum purchase of gasoline required in order to qualify for the discount.

72. **(Allowed) (Copied from Claim 10 of the '128 Patent)** The method of providing multiple level discounts of claim 71, further comprising the steps of:

determining a value of the total discount redeemed;

verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed; and

verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount.

73. **(Allowed) (Copied from Claim 11 of the '128 Patent)** The method of providing multiple level discounts of claim 72, further comprising the steps of:

storing the value of the discount redeemed in a discounts redeemed database; and

allocating portions of the discount redeemed to vendors of the first and second cross-marketed products according to predetermined criteria.

74. **(Previously Added) (Substantially Copied from Claim 12 of the '128 Patent)** A method of providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

issuing a coupon to the customer, said coupon providing a customer identification and a transaction identifier;

storing the first discount in a discounts granted database which associates the first discount with the customer identification and the transaction identifier;

inputting by the customer in a subsequent transaction, the customer identification and the transaction identifier;

retrieving the first discount from the discounts issued database; and

reducing the PPU of the consumable good by the first discount.

75. **(Allowed) (Copied from Claim 13 of the '128 Patent)** A method of providing a discount on a PPU of a consumable good -comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

issuing a coupon to the customer, said coupon providing a customer identification and a transaction identifier;

storing the first discount in a discounts granted database which associates the first discount with the customer identification and the transaction identifier;

inputting by the customer in a subsequent transaction, the customer identification and the transaction identifier;

retrieving the first discount from the discounts issued database; and

reducing the PPU of the consumable good by the first discount.

awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product; and

adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

76. **(Previously Added) (Copied from Claim 14 of the '128 Patent)** The method of providing a discount on a PPU of a consumable good of claim 74 wherein the first product is gasoline, and the discount amount is a discount on the price-per-unit-volume of gasoline.

77. **(Allowed) (Copied from Claim 15 of the '128 Patent)** A method of providing multiple level discounts on gasoline to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

awarding to the customer, a first discount on the price-per-unit-volume of the gasoline in response to a purchase by the customer of a first cross-marketed product;

awarding to the customer, a second discount on the price-per-unit-volume of the gasoline in response to a purchase by the customer of a second cross-marketed product;

adding the first discount to the second discount to determine a total discount on the price-per-unit-volume of the gasoline;

printing a paper receipt for the customer with a customer identification and a transaction identifier encoded in a bar code thereon;

storing the total discount in a discounts granted database;

storing, in the discounts granted database, a maximum number of gallons to which the discount applies;

storing, in the discounts granted database, a minimum purchase of gasoline required in order to qualify for the discount;

scanning the encoded bar code with a bar code scanner at a gasoline dispenser;

verifying the discount scanned from the bar code by comparing the scanned discount with the stored discount in the discounts granted database;

reducing, by the gasoline dispenser, the price-per-unit-volume of the gasoline by an amount equal to the total discount;

determining a value of the total discount redeemed;

verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed;

verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount;

storing the value of the discount redeemed in a discounts redeemed database; and

allocating portions of the discount redeemed to vendors of the first and second cross-marketed products according to predetermined criteria.

78. **(Allowed) (Previously Added)** A method of providing a price-per-unit-volume discount on gasoline to a customer who purchases a cross-marketed product in a sales transaction, said method comprising the steps of:

awarding the price-per-unit-volume discount to the customer in response to a purchase by the customer of a cross-marketed product;

issuing an electronic coupon to the customer, said coupon identifying the customer and the sales transaction;

storing the price-per-unit-volume discount in a discounts issued database which associates the discount with the customer and sales transaction;

storing, in the discounts granted database, a maximum number of volume units of gasoline to which the discount is applied;

storing, in the discounts granted database, a minimum purchase of gasoline required in order to qualify for the discount;

beginning a sales transaction by entering a customer identification and a transaction identification at a gasoline dispenser;

retrieving the price-per-unit-volume discount from the discounts granted database;

reducing, by the gasoline dispenser, the price-per-unit-volume of the gasoline by an amount equal to the discount;

determining a value of the total discount redeemed;

verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed;

verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount; and

storing the value of the discount redeemed in a discounts redeemed database.

79. **(Allowed) (Copied from Claim 18 of the '128 Patent)** The method of providing a price-per-unit-volume discount on gasoline of claim 78 wherein the step of reducing the price-per-unit-volume of the gasoline by an amount equal to the discount includes the steps of:

determining whether the discount is greater than or equal to the price-per-unit volume of the gasoline; and

setting the price-per-unit volume of the gasoline equal to zero on a gasoline dispenser upon determining that the discount is greater than or equal to the price-per-unit volume of the gasoline.

80. **(Allowed) (Previously Added)** A system for providing multiple level discounts on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases a plurality of cross-marketed products, said system comprising:

a discounts granted database for storing discounts;

means for calculating a first discount on the PPU of the consumable good in response to a purchase by a customer of a first cross-marketed product;

means for calculating a second discount on the PPU of the consumable good in response to a purchase by the customer of a second cross-marketed product; and

a system which adds the first discount to the second discount to determine a total discount for the customer on the PPU of the consumable good.

81. **(Allowed) (Copied from Claim 22 of the '128 Patent)** The system for providing multiple level discounts of claim 80 wherein the consumable good is gasoline, and the first, second, and total discounts are discounts on the price-per-unit-volume of gasoline.

82. **(Allowed) (Previously Added)** The system for providing multiple level discounts of claim 81 further comprising:

a point of sale (POS) terminal that determines the first discount and issues an electronic coupon to the customer, said coupon providing a unique customer identification and a unique transaction identifier; and

transmission means for transmitting the unique customer identification and the discount identification from the POS terminal to the discounts issued database.

83. **(Previously Added) (Substantially Copied from Claim 24 of the '128 Patent)** A system for providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said system comprising:

a point of sale (POS) terminal that awards a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product, said POS terminal including means for issuing a coupon to the customer, said coupon providing a unique customer identification and a transaction identification;

means for sending the first discount from the POS terminal to a discounts granted database which associates the first discount with the unique customer identification and the transaction identification;

an input device for inputting by the customer in a subsequent transaction, the unique customer identification and the transaction identification;

a sub-system that retrieves the first discount from the discounts issued database; and

means for reducing the PPU of the consumable good by the first discount in response to instructions from the sub-system.

84. **(Previously Added)** The system for providing a discount on a PPU of a consumable good of claim 83 wherein the POS terminal also includes means for awarding a second discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a second cross-marketed product, and the sub-system includes means for adding the first discount to the second discount to determine a total discount on the PPU of the consumable good.

85. **(Previously Added)** A system for providing a price-per-unit-volume discount on gasoline to a customer who purchases a cross-marketed product in a sales transaction, said system comprising:

a point of sale (POS) terminal comprising:

means for awarding the price-per-unit-volume discount to the customer in response to a purchase by the customer of a cross-marketed product; and

means for issuing an electronic coupon to the customer, said coupon uniquely identifying the customer and the sales transaction;

a discounts issued database for storing the price-per-unit-volume discount and uniquely associating the discount with the customer and sales transaction;

transmission means for sending from the POS terminal to the discounts issued database, a maximum number of volume units of gasoline to which the discount is applied, and a minimum purchase of gasoline required in order to qualify for the discount;

an input device at a gasoline dispenser at a gas station for entering a unique customer identification;

a sub-system for retrieving the price-per-unit-volume discount from the discounts granted database, upon associating the unique customer identification with the stored price-per-unit-volume discount;

means for reducing, by the gasoline station, the price-per-unit-volume of the gasoline by an amount equal to the discount;

means within the sub-system for determining a value of the total discount redeemed, verifying that the value of the total discount redeemed is less than or equal to the maximum discount allowed, and verifying that the amount of gasoline purchased is greater than or equal to the minimum purchase required to qualify for the discount; and

a discounts redeemed database for storing the value of the discount redeemed.

Please Add the Following New Claims:

86. (New) (Copied from Claim 12 of the '128 Patent) A method of providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said method comprising the steps of:

awarding a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product;

issuing a coupon to the customer, said coupon providing a customer identification and a transaction identification;

J² storing the first discount in a discounts issued database which associates the first discount with the customer identification and the transaction identification;

inputting by the customer in a subsequent transaction, the customer identification and the transaction identification;

retrieving the first discount from the discounts issued database; and

reducing the PPU of the consumable good by the first discount.

87. (New) (Copied from Claim 14 of the '128 Patent) The method of providing a discount on a PPU of a consumable good of claim 12 wherein the first product is gasoline, and the discount amount is a discount on the price-per-unit-volume of gasoline.

88. **(New) (Copied from Claim 24 of the '128 Patent)** A system for providing a discount on a price-per-unit (PPU) of a consumable good sold in multiple units to a customer who purchases at least one cross-marketed product, said system comprising:

a point of sale (POS) terminal that awards a first discount on the PPU of the consumable good to the customer in response to a purchase by the customer of a first cross-marketed product, said POS terminal including means for issuing a coupon to the customer, said coupon providing a unique customer identification and a transaction identification;

means for sending the first discount from the POS terminal to a discounts issued database which associates the first discount with the unique customer identification and the transaction identification;

an input device for inputting by the customer in a subsequent transaction, the unique customer identification and the transaction identification;

a database controller that retrieves the first discount from the discounts issued database; and means for reducing the PPU of the consumable good by the first discount in response to instructions from the database controller.